

FAX# 703-516-9680 OCT5/12 11.12
HARRIS REPORT FROM REP **CHANGES** ** WFSB-TV ***

ADV #	ADV. NAME	POLI/E ESTY/D/CON/CT
AGY #	AGY. NAME	GREER, MARGOLIS, MITCHELL
		3050 K ST NW,
		WASHINGTON, DC 20007

REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME MAURA GILROY

SALES PRSN WA- HEATHER UTTLEY (H)

ORDER # _____ CONTRACT # 6358312

CASE #	CONTRACT #	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	FRIENDS OF E ESTY	EST#1915	COMMENTS: (LINE, ORDER, INVOICE)	

FLIGHT	DATES	OCT2/12	OCT8/12	WK-1
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT5/12 11.12

REP: REVISED ORDER
ZEROED LN 17
ADDED LN 21
TTL SAME
PLS CFM
THANKS, MIKE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS

GREEK MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

FRIENDS OF ELIZABETH ETSY

:LINE#:	REP	:CD:	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START DATE	:	END DATE	:	SPTS /WK:	:	WEEK INVT	:	DAYS	:	TOTL SPTS:
AGENCY ADVERTISER CODE = 118																					
AGENCY PRODUCT CODE = 125																					
AGENCY EST# = 1915																					
17	S		930P-1030P		30				\$2,600.00		10/7		10/7		0				SUN		0
PROGRAM : THE GOOD WIFE																					
CON COM1: THE GOOD WIFE																					

REP HEADLINE# 6358312

\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

TRF# 496695

CON COM1: AMAZING RACE

REP: TEL# 703-516-9399

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

OCT5/12 11.12

*** CHANGES***

WFSB-TV ***

WFSB-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	A		830P-930P	30		\$2,600.00	10/7	10/7	1		SUN	1
PROGRAM : AMAZING RACE												
CON COM1: AMAZING RACE												
OCT/12 32725.00												
CONTRACT TOTAL 32725.00												
TOTAL SPOTS 37												

MARKET TOTALS \$90,902
WFSB 36%
WTVH 23%
WVIT 23%
WTIC 16%
WCTX 1%
WCCT 1%
WHPX 0%
CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- MAY/12
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT



WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 (860)728-3333

Contract / Revision 496695 /		Alt Order # 06358312
Product FRIENDS OF E ESTY		
Contract Dates 10/02/12 - 10/08/12		Estimate # 1915
Advertiser Friends of Elizabeth Esty		Original Date / Revision 10/05/12 / 10/05/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 118	Product Code 125
Agency Ref		Advertiser Ref

And:

Greer Margolis Mitchell Burns, Inc (GMMB)
 3050 K St NW
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/02/12	10/08/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$250.00			
2	WFSB	10/02/12	10/08/12	Eyewitness News	12pm - 12:30PM		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$275.00			
3	WFSB	10/02/12	10/08/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$350.00			
4	WFSB	10/02/12	10/08/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				1	\$500.00			
5	WFSB	10/02/12	10/08/12	Eyewitness News	5pm - 5:30pm		:30			NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				4	\$675.00			
6	WFSB	10/02/12	10/08/12	Eyewitness News	5:30a - 6am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$800.00			
7	WFSB	10/02/12	10/08/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$1,800.00			
8	WFSB	10/02/12	10/08/12	Eyewitness News	6am - 6:30am		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$1,200.00			
9	WFSB	10/08/12	10/08/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$800.00			
10	WFSB	10/02/12	10/08/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				2	\$1,200.00			
11	WFSB	10/02/12	10/08/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
496695 /	06358312

Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	FRIENDS OF E ESTY	1915

Advertiser	Original Date / Revision
Friends of Elizabeth Esty	10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				3	\$275.00			
12	WFSB	10/08/12	10/08/12	9am-10am	9am - 10am		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$175.00			
13	WFSB	10/08/12	10/08/12	HIMYM/Partners	8pm - 9pm		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$2,200.00			
14	WFSB	10/06/12	10/06/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$500.00			
15	WFSB	10/07/12	10/07/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$1,100.00			
N 16	WFSB	10/07/12	10/07/12	Delayed The Good Wife	930-1030p		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$2,600.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WFSB	10/01/12-10/07/12	Delayed The Good Wife	930-1030p	-----Su	:30	\$2,600.00	NM		
		See MG 16.2										
		2	WFSB	10/07/12-10/07/12	Amazing Race	830-930p	-----Su	:30	\$2,600.00	NM		
		Ⓜ MG for 16.1 10/07										
17	WFSB	10/02/12	10/08/12	Eyewitness News	11PM - 11:35PM		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/12	10/08/12	MTWTF--				4	\$700.00			
18	WFSB	10/02/12	10/05/12	9am-10am	9am - 10am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				1	\$500.00			
19	WFSB	10/02/12	10/05/12	Eyewitness News	6pm - 6:30pm		:30			NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				2	\$2,100.00			
Totals											37	\$32,725.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	37	\$32,725.00	\$27,816.25
Totals	37	\$32,725.00	\$27,816.25

Signature: _____ Date: _____

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